
XI. Counter-Marketing

Role of Media and Advertising

Tobacco advertising and promotion appear to stimulate adult consumption and increase the likelihood of youth initiation. Research shows that children tend to buy the most heavily advertised brands. Popular images, advertising, and promotions create a “friendly familiarity” for tobacco products.

The YTS asked several questions about students’ exposure to tobacco advertising and promotions, as well as their exposure to counter-marketing efforts to promote cessation of tobacco use and decrease the risk of initiation. Comprehensive tobacco programs that combine media, school-based, and community-based activities can postpone or prevent tobacco use among adolescents.

Exposure to popular images and advertising

Students were asked how often, in the past 30 days, they saw popular images of tobacco use or advertising in various entertainment media.

Table 30: Media Images of Tobacco Use

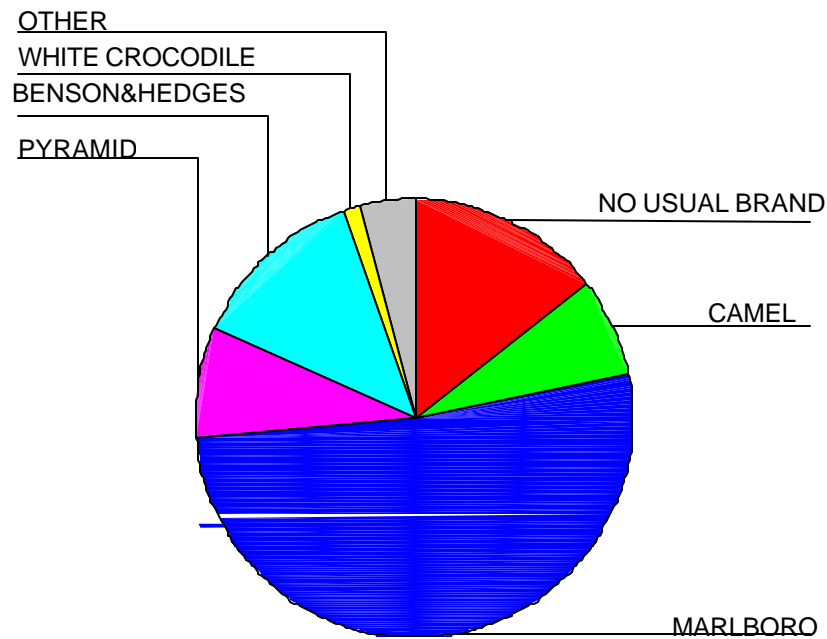
Exposure to Ads/Images	Some/most of the time	Hardly ever/never
Actors on TV/ in movies using tobacco	94.2%	5.8%
Athletes on TV/in movies using tobacco	47.1%	52.9%
Internet advertising for tobacco products	41.8%	58.2%

Entertainment media to which youth are frequently exposed, i.e. television and movies, appear to show characters using tobacco often, promoting a glamorous and normative image of tobacco use. 64.6% of middle school students reported that they do not use the Internet, so the numbers who are actually exposed to tobacco advertising in this form are small.

Students were also asked about what brands of tobacco they used for smoking, chewing or in elaus. Brand choice may indicate how receptive youth are to tobacco marketing by specific companies.

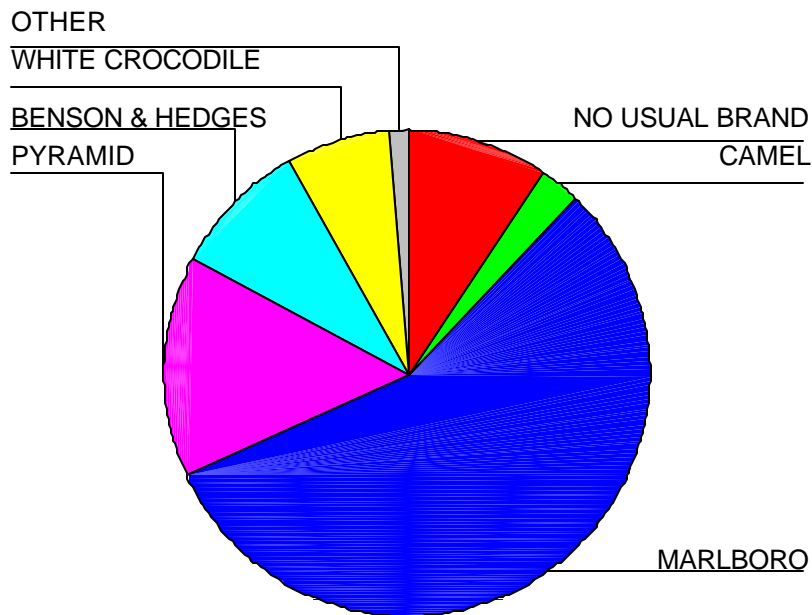
Question 49 of the Youth Tobacco Survey asked students which brand of cigarettes they usually smoked, in the past 30 days.

Figure 16: Preferred Brand of Cigarettes for Smoking



Two additional questions asked students what brand of cigarettes or what brand of smokeless tobacco they usually added to their betelnut chew during the past 30 days.

Figure 17: Preferred Brand of Cigarettes for Elaui



Brand preferences for smoking and elaus were not identical, but Marlboro products were most commonly used in both cases. **52.0%** of those who smoked in the past 30 days reported Marlboro to be their usual brand and **55.9%** of those who chewed betelnut with cigarettes usually added Marlboro cigarettes.

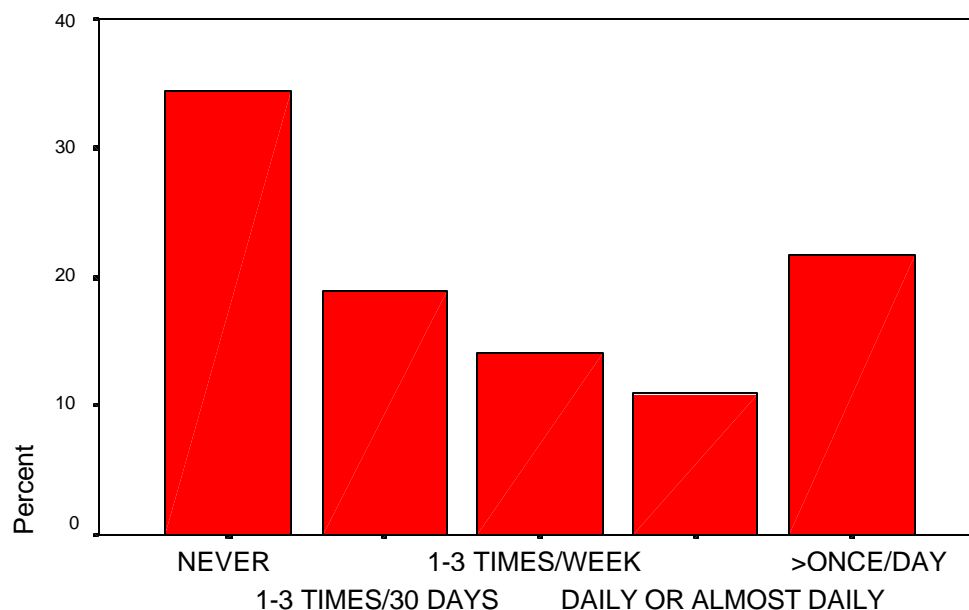
Among students who added smokeless tobacco to their elaus in the past 30 days, the most popular brands are presented below. Most middle school students who used smokeless/chewing tobacco in their elaus did not have an overwhelmingly preferred brand, like those who used cigarettes. Among the specific brand choices, Redman was most commonly used.

Table 31: Preferred Brand of Smokeless Tobacco in Elaus

Brand	Proportion
Other brand	39.6%
No usual brand	33.9%
Redman	22.9%
Skoal	0.9%
Copenhagen	2.6%

Exposure to counter-marketing is also an important measure in assessing how aware students are of anti-tobacco messages. Students were asked how often, in the past 30 days, they had seen commercials on TV or the Internet about the dangers of tobacco use.

Figure 18: Frequency of Exposure to Anti-Tobacco Advertising



Participation in community activities to prevent tobacco use:

29.4% of middle school students reported that they had taken part in community activities to discourage young people from using tobacco in any form. However, **45.2%** had NOT participated in any such activities and about a quarter of middle school students, **25.4%**, didn't know about any community activities to prevent or discourage youth tobacco use.

Receptiveness to product-related marketing

25.5% of middle school students said that they had bought or received something that had a cigarette brand or a tobacco company name or picture on it in the previous 12 months.

28.5% of middle school students said they would 'definitely' or 'probably' use or wear an item that had a cigarette brand or tobacco company name or picture on it. Current smokers were significantly more likely to say that they would use a promotional tobacco item than non-smokers ($\chi^2 = 16.174$, $p > 0.001$). Current users of tobacco with betelnut were also significantly more likely than non-users to be receptive to using promotional items from tobacco companies ($\chi^2 = 8.661$, $p = 0.003$).

